

From: [Tom Meredith](#)
To: [Jeff Zarrinam](#)
Cc: [Shahenian, Nicole](#); [Adeena Bleich](#); [Alexander Kim](#); [Jacques Massachi](#); [harveyshield@gmail.com](#); [Ellen Zaman](#); [Berg Tashkian](#); [Mark Brady](#); [James Underdown](#); [Susanna Furios](#); [Gerald Clute](#)
Subject: Re: CD4 BID Forum
Date: Thursday, January 19, 2017 3:00:39 PM

Greetings to East Hollywood Business Improvement District Board Members and Staff:

As you have seen in my previous emails, Councilmember David Ryu is committed to maximizing the utility and effectiveness of all Business Improvement Development programs in CD4. Accordingly, Councilmember Ryu is planning a CD4 BID Forum. This forum will feature relevant speakers and presentations on BID issues including:

Saul Ramos, Sr. Area Manager
US SBA

Jesse Torres
Deputy Director Of Small Business Team
Governor Office

Ron Lowe
Economic Development Representative
Mayor's Office of Economic Development

Rick Scott
Office of the City Clerk
Business Improvement District Liaison

Joshua Gonzales
Program Manager
ICON Community Development Manager

In addition we will have interactive workshops where CD4 BID board members across CD4 can share their experiences, learning and ideas with each other.

The CD4 BID Forum is scheduled as follows:

Thursday, January 26, 2017

8:30 am – Registration (light breakfast will be served)

9:00 am - 12:00 pm - Sessions

Will & Ariel Durant Library – Community Meeting Room

7140 W. Sunset Boulevard (between Detroit and Formosa)

Los Angeles, CA 90046

There is no registration fee just your time...and I am convinced it will be time well spent! **To date, I have only 2 RSVPs from East Hollywood BID'S board members. Please register NOW by clicking the link that follows:**

<https://docs.google.com/forms/d/e/1FAIpQLSedo7oe1ubxmXm0ORYmZd3SUEXU0kNI5IB3BaTsabw14AEvfw/viewform?entry.2135761084=Yes&entry.266606266&entry.1030498497&entry.650047461>

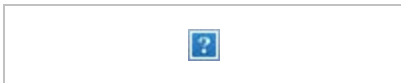
Finally and **in order for us to maximize the benefit of the Forum**, it is important that you **complete the pre-Forum survey ASAP!** Whether you are able to attend the forum or not, whether you are new BID Board member or seasoned, it is extremely important that you fill out the survey. **Please begin the survey NOW at the link below.**

<https://www.surveymonkey.com/r/7GH36Q7>

On behalf of Councilmember Ryu, thank you for your interest and participation in this invaluable service to your BID. And thank you Jeff for encouraging all the East Hollywood **board members to RSVP and complete their survey without delay!**

I look forward to seeing you on the 26th.

Tom



Tom Meredith
Community Outreach Coordinator
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www.davidryu.lacity.org

On Fri, Jan 13, 2017 at 2:40 AM, Jeff Zarrinnam <Jeff@hollywoodhotel.net> wrote:

Hi Tom

Good to hear from you and thanks for reaching out to the EHBID! A BID forum is a great idea and congrats on your new position.

While a very small section of the EHBID district is in CD4, namely the Vermont Triangle, much of the boards time and attention is focused on it.

I've copied all my fellow EHBID members and I encourage them to complete the survey as I have done.

Looking forward to attending the BID forum and please drop by the hotel anytime you are in the area.

Vaya con Dios,

Jeff Zarrinam
Hotel Director
Hollywood Hotel

Mobile: [323-208-2267](tel:323-208-2267)

Sent from my iPhone 6

On Jan 12, 2017, at 1:39 PM, Tom Meredith <tom.meredith@lacity.org> wrote:

Hi Jeff,

Happy New Year! I hope you enjoyed the holidays.

As you can see, I am now working for CD4, as Councilmember Ryu's Community Outreach Coordinator.

I left you a personal voice message yesterday. The CD4 BID Forum is an important outreach initiative that Councilmember is committed to ensure all BIDs in his district are operating to their full potential. It does not cost BID board members...except their time, and I am convinced it will be time well spent.

Thank you for your prompt response, however to date, I believe you may be the only East Hollywood BID board member who has RSVP and/or completed the pre-Forum survey.

Jeff (and Nicole), **I need your help....**will you please encourage your fellow-board members to sign-up AND complete their surveys? We really need full participation to maximize the value of this event.

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Please begin the survey **NOW** at the link below.

<https://www.surveymonkey.com/r/7GH36Q7>

Thanks for your support. Let's catch-up with a coffee soon.

Best,

Tom



Tom Meredith

Community Outreach Coordinator

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